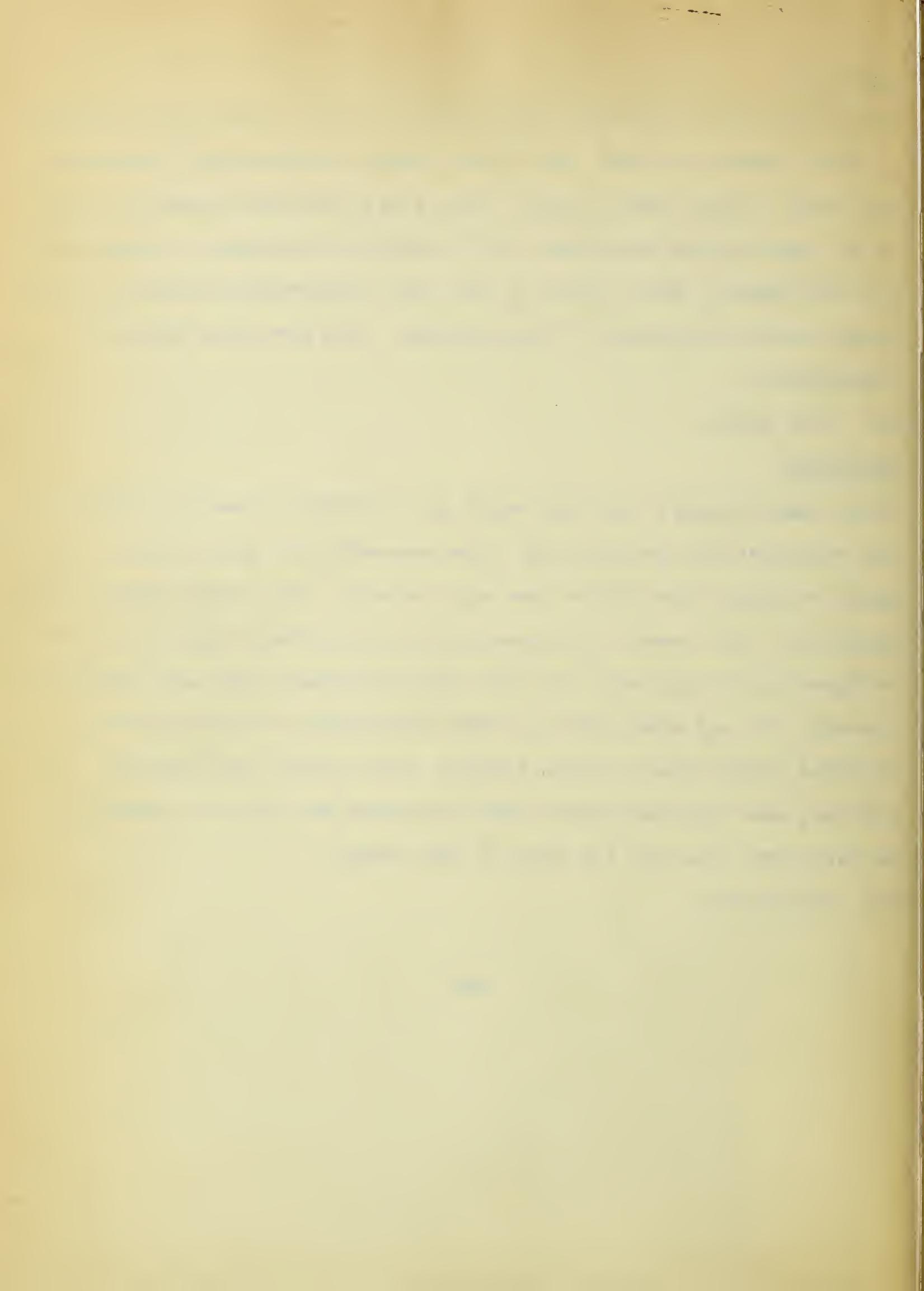


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WLW
CINCINNATI

FORTUNES WASHED AWAY

1:15
P.M. - E.S.T.

A SERIES OF DRAMATIZATIONS OF BETTER LAND USE.

No. 175

"MARKET PLACE"

August 30, 1941

ORGAN THEME: DEEP RIVER

VOICE

We took it for granted that land was everlasting;

We said ownership of the land insured security.

Tools would wear out, men would die --

But the land would remain.

ORGAN: ABRUPT DISCORD

ANNOUNCER (cold)

Fortunes Washed Away!

ORGAN: DEEP RIVER, fading behind...

ANNOUNCER

Michigan -- land of the Great Water, land of rock-ribbed barrens and sparkling tonic air, land of Alpine streams rushing down over rocky floors to the lovely lakes never far away, land of swamps and forests and sandy wastelands that once were forests -- land of smiling summer landscapes, orchards and woodlots -- and over all, prosperous agriculture. Michigan -- land of fruit, scene of the 175th consecutive episode of "Fortunes Washed Away."

ORGAN: UP AND OUT.

ANNOUNCER (cold)

Temperatures of southwestern Michigan are moderated by the breezes that sweep from the southwest across sometimes placid, sometimes turbulent waters of Lake Michigan. Vast volumes of fruit and vegetables are produced in this climatically favored and geographically favored region -- and the natural outlet for Western Michigan farm products, and the natural mecca for buyers, is the Benton Harbor fruit market...Benton Harbor...,(FADE)

SOUND: Truck motors roaring...

(PRODUCTION NOTE: These trucks should be shifting from time to time, not synchronized.)

STARTER

Move up! Move up!

SOUND: Cane raps violently on truck fender...

SOUND: Truck motors roar, roll a few feet, stop and out...

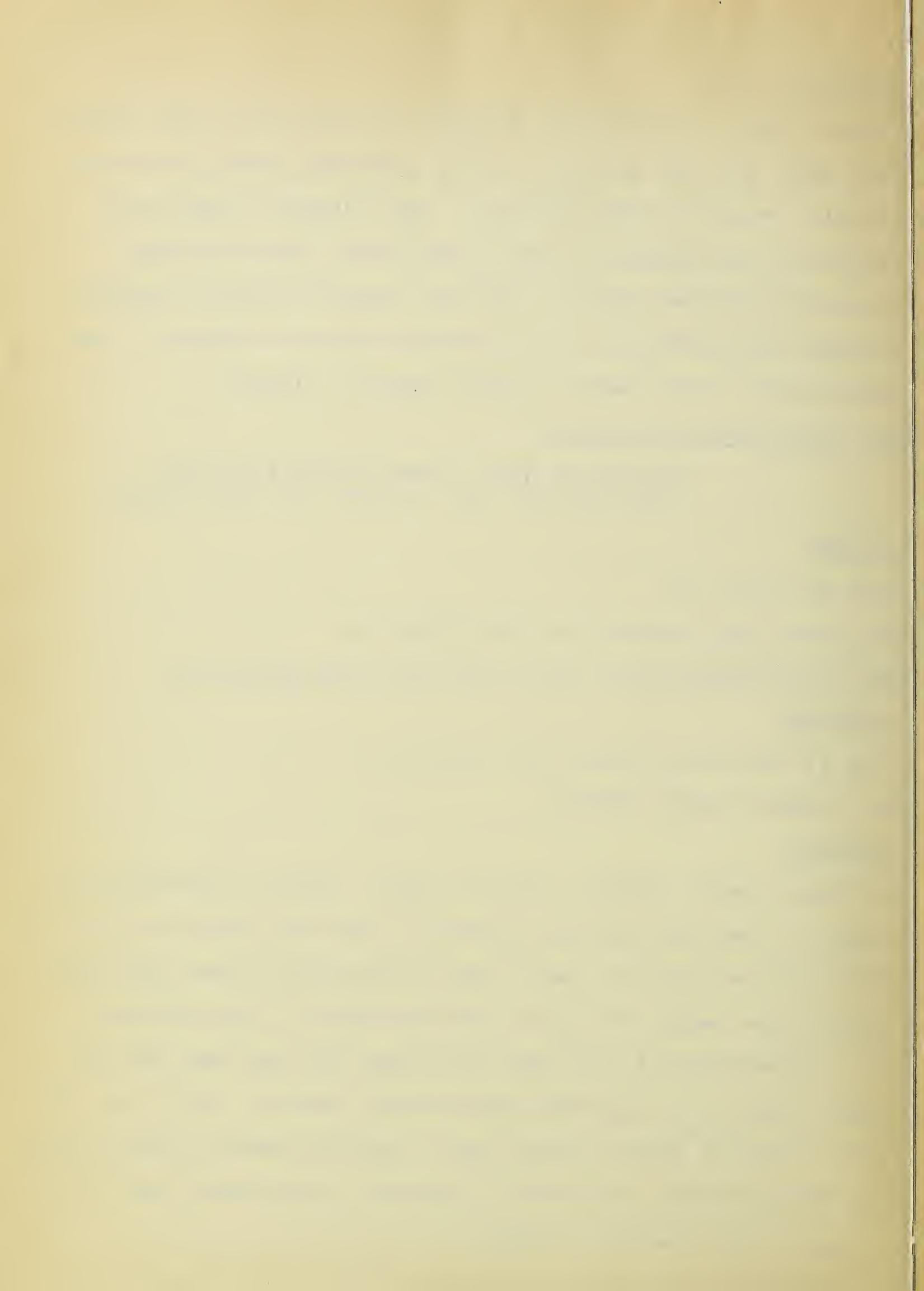
ANNOUNCER

This is the Benton Harbor fruit market...

ORGAN: SYMBOLIC MUSIC BEHIND...

NARRATOR

Michigan...Benton Harbor...land of fruit. LaSalle traversed this region in the 17th century, reported to his king about the grapevines and wild tree fruits he saw in the crooked valley where the Saint Joseph River wends its way to the blue waters of Lake Michigan. In a communication to his king he pointed out that some day the region would be an important agricultural section. So it is, and into the Benton Harbor market comes a typical Berrien County farmer, Roy Butzbach with a truckload of peaches. A day buyer comes running to get in the first bid...,(FADE)



SOUND: Truck comes to stop, idles...

STARTER

How many bushels today?

BUTZBACH

Forty.

STARTER

That'll be ten cents gate charge.

BUTZBACH

Okay. Here's your dime.

STARTER

All right. Move on. (SHOUTING) All right, you fellows, come on.

SOUND: Truck accelerates, moves up, stops and cuts off...

BUYER (Italian)

Watta price you ask today, meester?

BUTZBACH

Not askin' any price. You're the buyer.

BUYER

Leetle while ago I buy fine peaches for seexty.

BUTZBACH

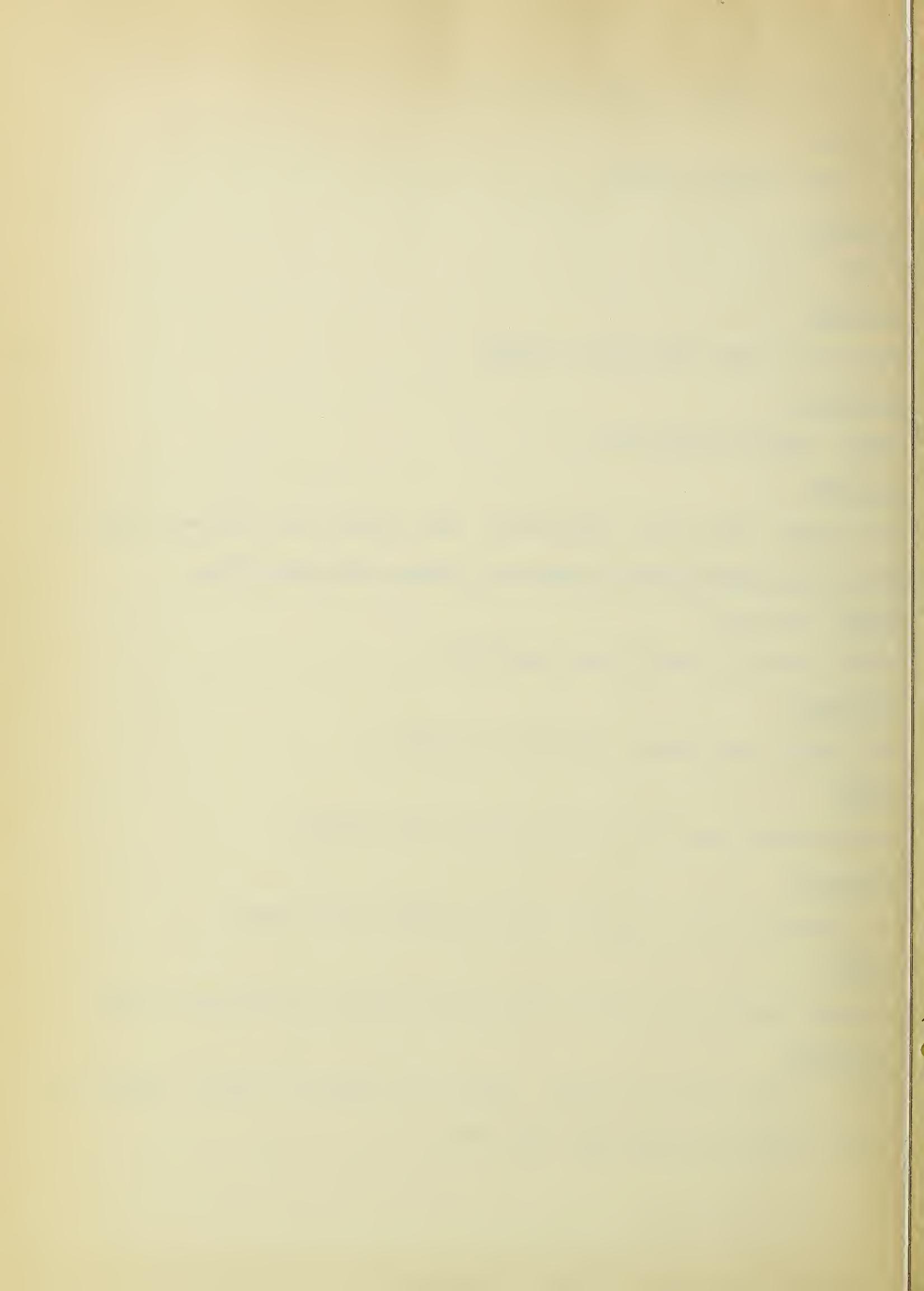
Oh, come now, you couldn't find a sucker like that!

BUYER

Sucker! Watta you mean? That'sa good price; gooda hard cash.

BUTZBACH

Well, I got plenty of time. Ain't in a hurry to sell. Plenty of other buyers farther down the line.



BUYER

Sure. Lotsa other buyers. But they pay you no more.

BUTZBACH

We'll see.

SOUND: Cane raps sharply on truck fender...

STARTER

Come on! Everybody move up now, make room!

SOUND: Truck accelerates, up, and fade down into...

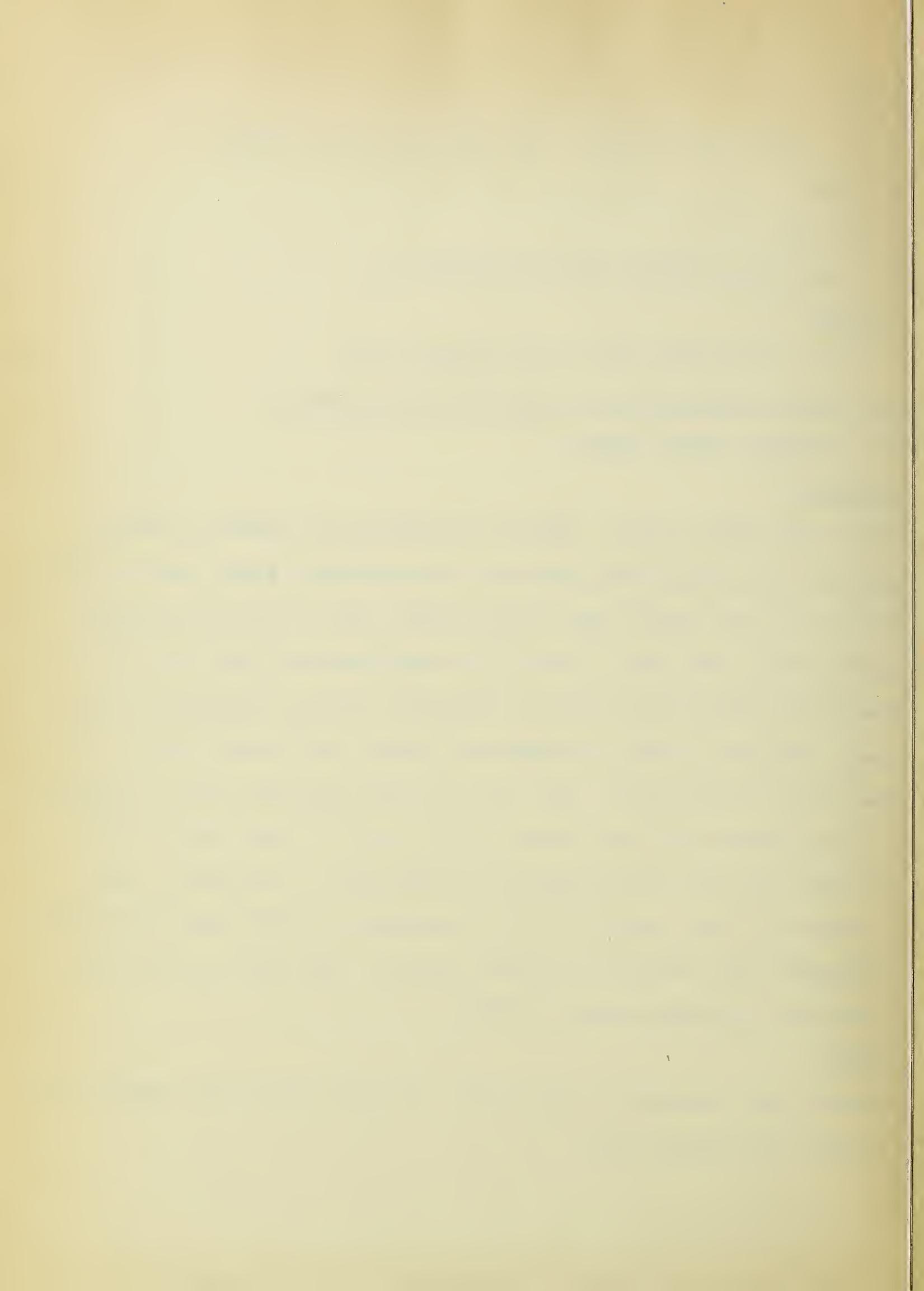
ORGAN: SYMBOLIC MUSIC BEHIND

NARRATOR

That's the way it goes. There are hundreds of buyers in Benton Harbor, from early June, when the strawberries ripen, until autumn. Some of us old timers here on the market get to know the growers pretty well. We have a lot of fun haggling with them over prices. They come here in all sorts of vehicles, from old jalopies with small trailers to big, streamlined trucks, even horse carts. You see, this is fruitland. One early settler reported that "everywhere, in the wildwood and the glade, on the river's edge and as far as the eye could see was a wealth of grape-vine. Everywhere hung clusters of rich, purple fruit; everywhere, a wild luxuriance that surpassed the vineyards of Sunny France." But let's see how Roy Butzbach is getting along... (FADE).

BUYER

Meester, my truck she's about full. To get started for Saint Looey I geeve you seexty five.



BUTZBACH

You still here? You fellas mighty near nag a man to death.

BUYER

Seexty five, meester?

BUTZBACH

Nope, guess I'll wait awhile.

BUYER

You in no hurry?

BUTZBACH (good naturedly)

Listen, Stromboli, I've been farming around here a long time. I know that everything sold here on the market is by free sale. They're no fixed prices.

BUYER

No, Meester Butzbach...we buyers soma-times bid against each other...

BUTZBACH

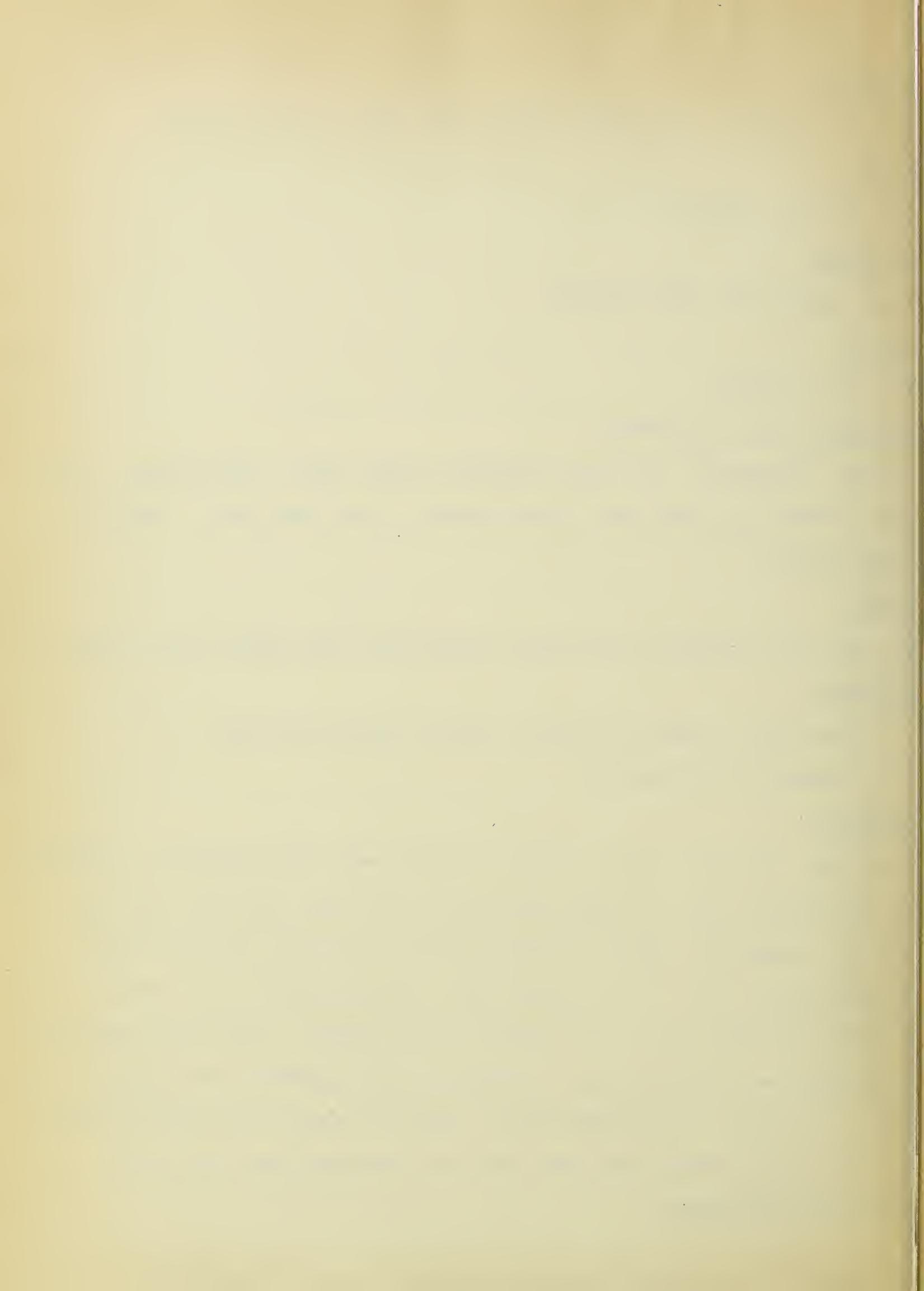
.....and that's when we farmers really enjoy ourselves.

ORGAN: SYMBOLIC MUSIC BEHIND

NARRATOR

Michigan...Berrien County, land of fruits and fruit markets. Removal of the forests made the Lake Michigan shore the fruit belt of the state. Commercial peach growing in Berrien County is more than a hundred years old. Even before then, the early settlers found a varied assortment of native fruits in the state...wild plum and wild crab-apple and wild cherry, strawberry and raspberry and salmon-berry and -- oh, yes, the thimble-berry, with its attractive white flowers on its broad-leaved stem, and then its delicate pale red fruit.

(NARRATOR CONTINUES.)



NARRATOR (CONT'D.)

But that, of course, was long before the time of the Benton Harbor fruit market, where fellow farmers like to gossip while waiting to sell their produce...farmers like our friend Roy Butzbach..(FADE)

BUTZBACH

Hi there, Lewis Umphrey!

UMPHREY (fading in)

Well, I'll be darned. Hello, Roy. No sale yet, huh?

BUTZBACH

Nope. Only had one offer so far, sixty five. What'd you bring in?

UMPHREY

Peaches. Sold 'em for eighty five.

BUTZBACH

That's what I'm holding out for.

UMPHREY

The kid's unloadin' over at the stall. Say, I saw Wash O'Brien a bit ago.

BUTZBACH

From the Soil Conservation Service? How is the old son-of-a-g...

UMPHREY

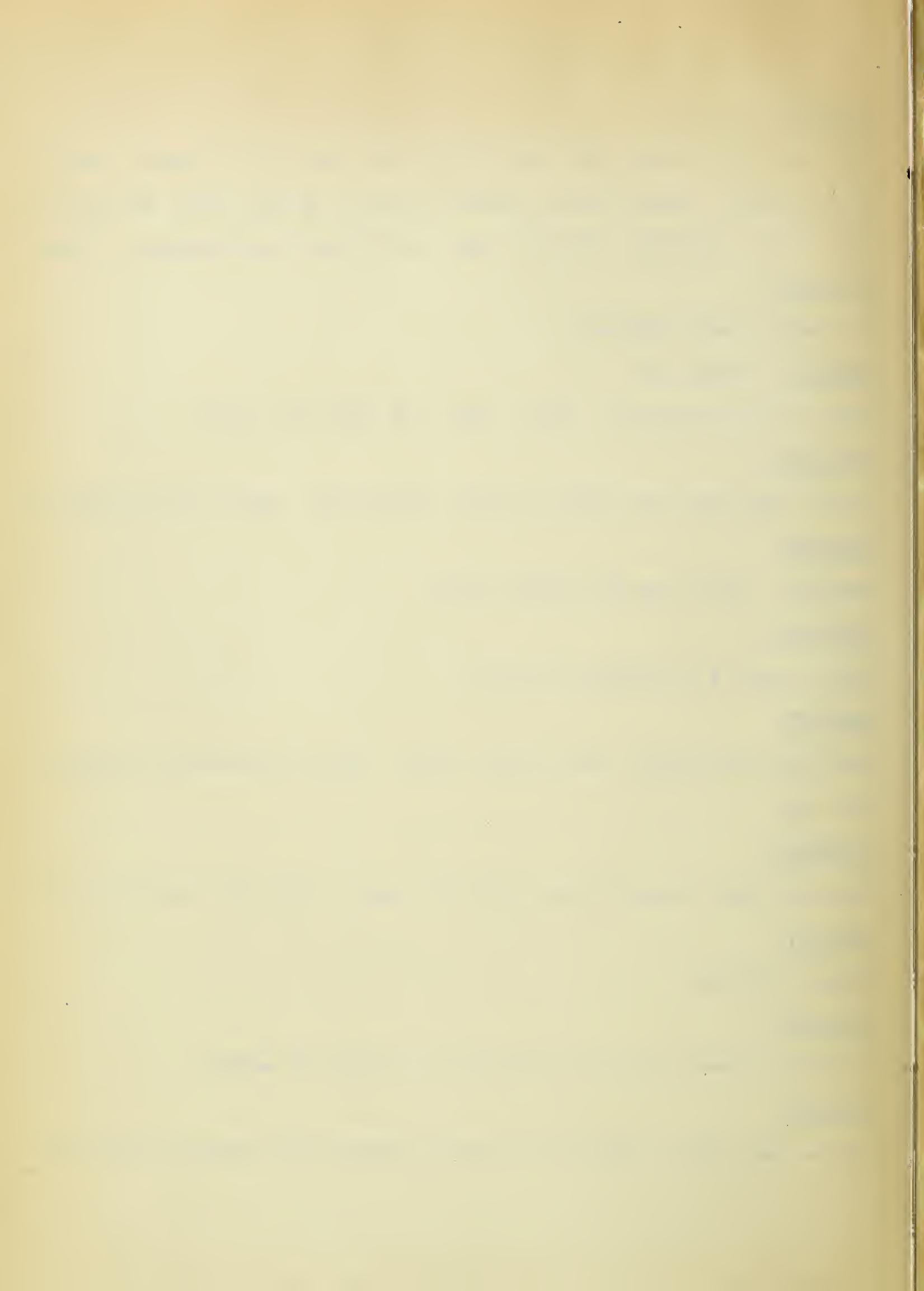
Lively as ever.

BUTZBACH

He hasn't been out to my place for a couple of weeks.

UMPHREY

Oh, he was askin' about the contour orchards he helped me lay out.



BUTZBACH

Bet you told him the same thing I would.

UMPHREY

Reckon so. The more I see it, the better I like it. I told him I could see now what I shoulda done 15 years ago. It sure stops the soil wash!

BUTZBACH

You're telling me. Now me, I've got peaches on level terraces. Hasn't been a drop of water run out of that orchard since the terraces were built.

UMPHREY

You don't say.

BUTZBACH

It's a fact.

UMPHREY

Oh, oh, there's the guy with the big stick again. I'll hop on the running board.

SOUND: Cane raps on fender...

STARTER

All right now, move up, move up!

SOUND: Truck starts, roars forward, then stops and cuts off...

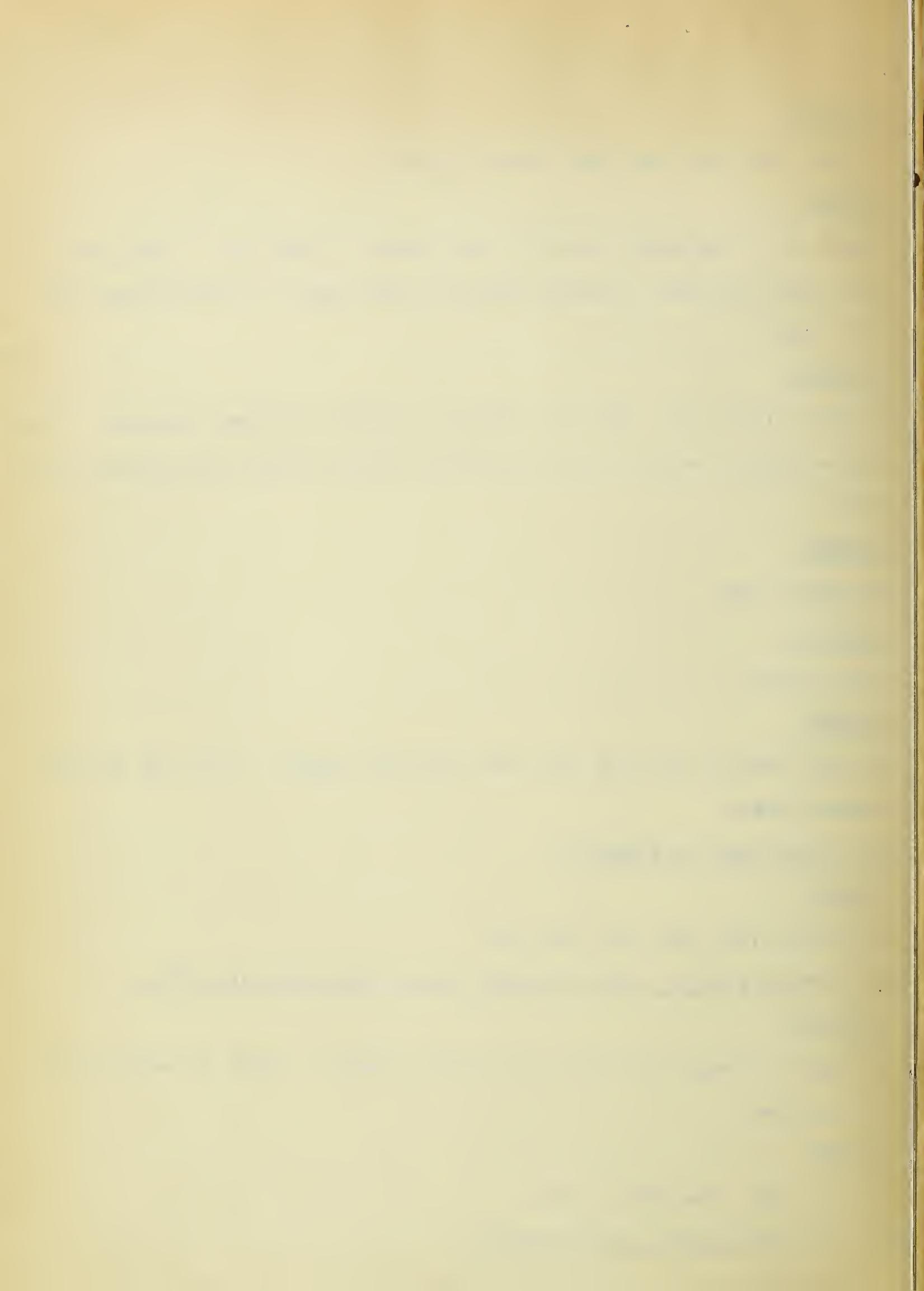
BUTZBACH

No need to stand out there in the sun, Lewis. Crawl up here in the cab with me.

UMPHREY

Thanks, Roy. Believe I will.

SOUND: Car door opens, and closes...



UMPHREY

Whew! That old sun is hot!

BUTZBACH

You bet.

UMPHREY

You know, Roy, I sorta feel proud that I'm one of the first farmers around here that took steps to stop erosion.

BUTZBACH

Well, you weren't so darned far ahead of me, Lewis. And mebbe you think I'm not pleased.

UMPHREY

I'm no prophet, but I'll predict that it won't be many years before all the orchards in this section will be on the contour -- and the vegetables, too, where they're on a slope.

BUTZBACH

Right. Let's see now, I know of several who are setting out new orchards on the contour. There's Elizabeth Kotyuk, Leo Prillwitz, Glen Nichols, Will Anderson...

UMPHREY

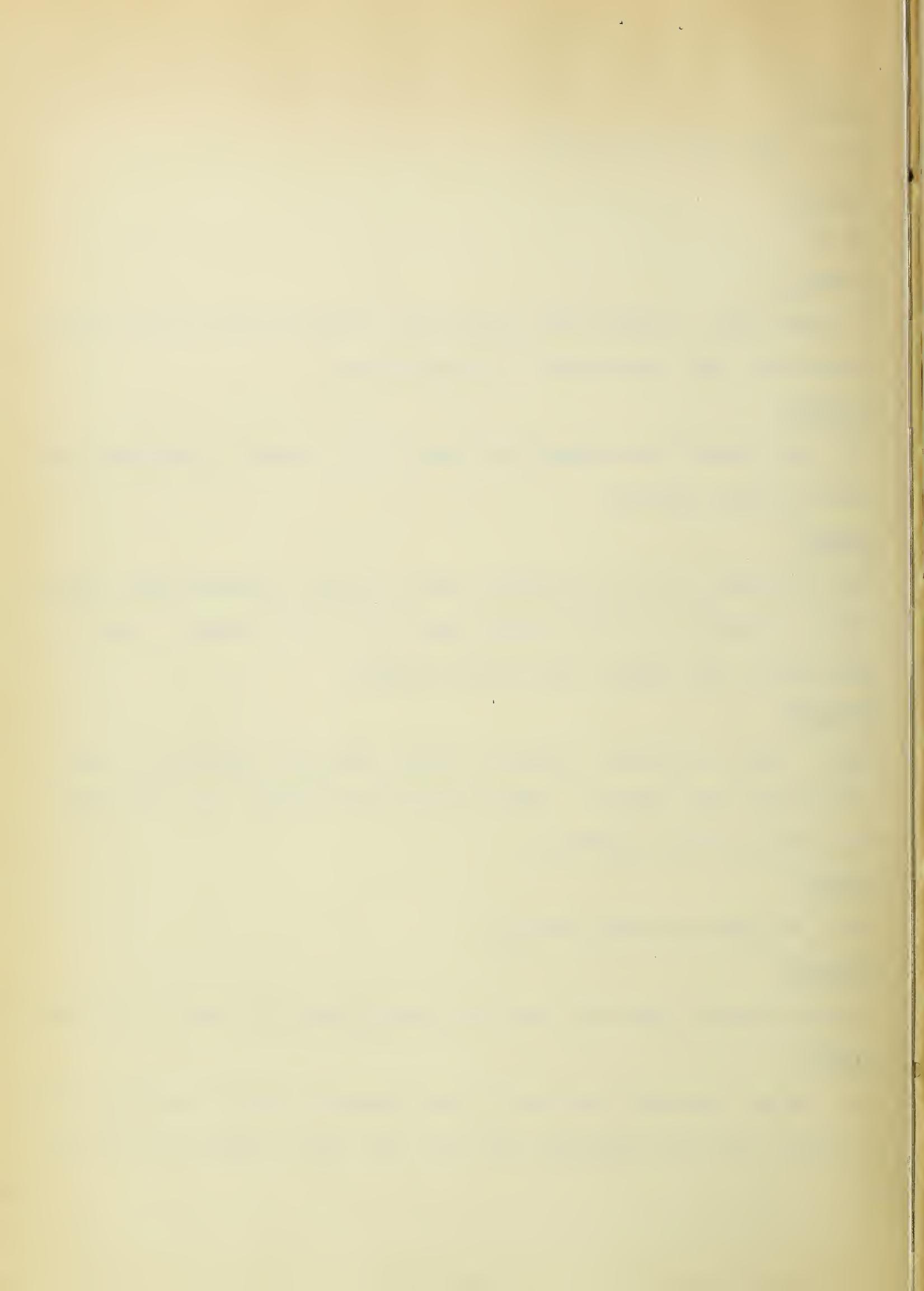
And M. B. Myers and Vern Warman.

BUTZBACH

Too bad we can't move all the old orchards and put 'em on the contour,

UMPHREY

Yup. We got started too late on this erosion control business. But we can get the old orchards into sod, and that'll save most of the soil.



BUYER (fading in)

Here you are. Still wanna sell the peaches, meester?

BUTZBACH

Well, here's Stromboli himself back again.

BUYER

Eighty five cents?

BUTZBACH (laughing)

I knew you'd come around. The peaches are yours, Stromboli.

BUYER

Okay. Let's see.....there. Here's your sales sleep, meester.

Stall 142.

BUTZBACH

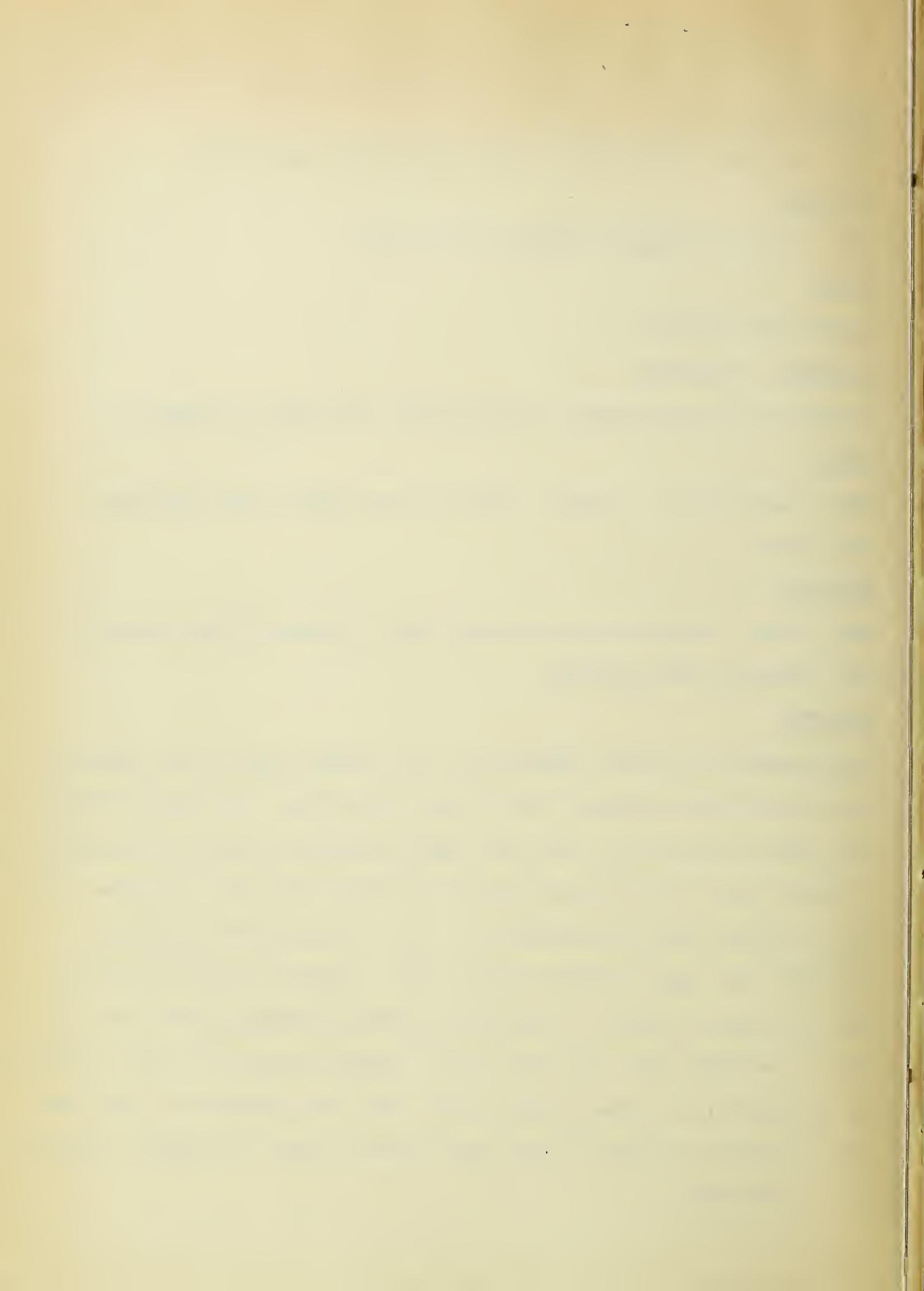
Okay, Tony. They're good peaches, too -- grown on the contour.

ORGAN: SYMBOLIC MUSIC BEHIND

NARRATOR

Roy Butzbach and Lewis Umphrey are two growers who'll be coming to the Benton Harbor market for a long, long time. And their children will keep coming too. You see, they've adopted conservation practice on their lands that conserve water and hold the soil in place. Oh, the old time buyers can show you a lot of abandoned orchards -- orchards that once produced fine crops. Erosion washed them out. They are gone, forever. But new methods are being spread upon the land -- methods that hold this soil, methods that will make it fertile and productive, so that trucks laden with the goodness of the earth will continue to come to this great market place throughout the ages.

ORGAN: UP AND OUT.



ANNOUNCER

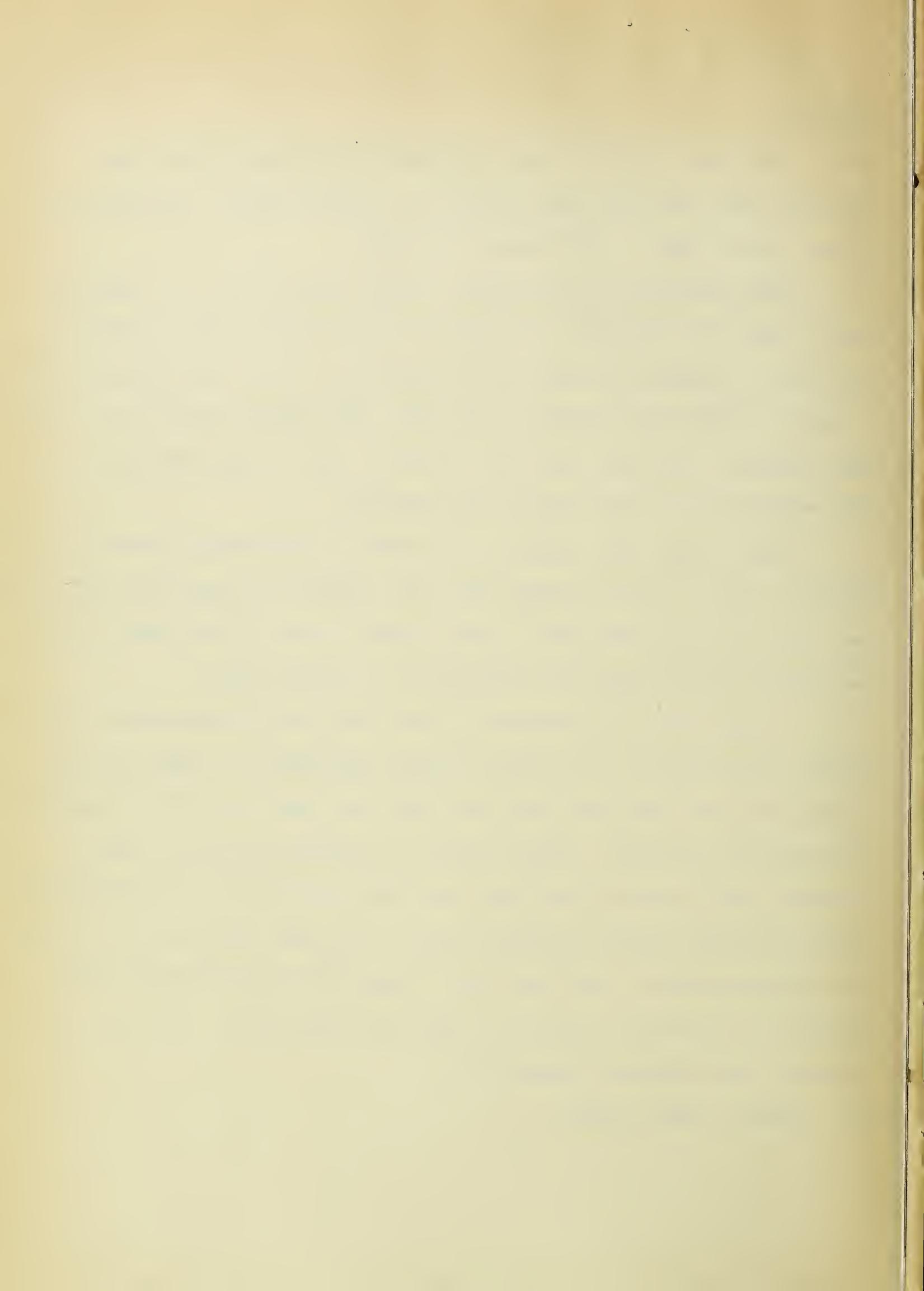
That is the true story of the southwestern Michigan fruit and vegetable belt and the great market in Benton Harbor. And here is another true story -- the story of a boat.

Every spring the government dredge boat, the S. S. General Meade, comes to the harbor at Saint Joseph (that's Benton Harbor's twin city), dredges the good soil and hauls it out into Lake Michigan. At Saint Joseph from 50,000 to 100,000 cubic yards of soil are removed each spring -- the best and most fertile soil of the fruit belt -- soil washed out of the fields and orchards.

That's what Hal Jenkins of the Soil Conservation Service reports. Hal says that it isn't enough that this good soil should be lost from the farms, but we even have to pay to get it out of the way so that the harbor can be used for shipping -- a double loss.

Well, what are farmers in the fruit belt doing about it? Plenty, according to the United States Department of Agriculture. During the past few years many of them took part in a soil conservation demonstration project. They proved to themselves and to their neighbors that proper land use, and such practices as terracing and contour tillage, would conserve water, and keep the soil out of the Saint Joseph River. Now they have organized a soil conservation district -- to keep the soil at home, for Americans. And now, friends, the Eleventh Commandment....

ORGAN: Sneak in DEEP RIVER.



ANNOUNCER

"Thou shall inherit the holy earth as a faithful steward, conserving its resources and productivity from generation to generation. Thou shalt safeguard thy fields from soil erosion, thy living waters from drying up, thy forests from desolation, and protect thy hills from overgrazing by thy herds, so that thy descendants may have abundance forever. If any shall fail in this stewardship of the land thy fruitful fields shall become sterile stony ground and wasting gullies, and thy descendants shall decrease and live in poverty or be destroyed from off the face of the earth."

ORGAN: UP AND OUT.

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